

# CAST

## Campaigns and Awareness Raising Strategies in Traffic Safety



*CAST Workshops– sessions manual*

**Final version**

30 May 2008, Warsaw, Poland  
13 June 2008, Stockholm, Sweden

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# Work sessions – how to effectively design and implement road safety campaigns?

## Report Workshop Meeting in Warsaw (Poland) May, 30<sup>th</sup>

- The manual is too long: the practitioners might be discouraged to read it

The part 2 is the main part of the manual.

The theoretical part could be reduced and could be a theoretical support. Even the second part (the practical part) is too long. It should have about 30 pages

A proposition was made to move the first part (theoretical part) at the end, and the second one at the beginning, in other word, to reverse the 2 parts.

The part 1 is too theoretical and can be dropped by the practitioners or even, can discourage the practitioners to read the manual. A possibility could be to make two separate books.

A booklet (of about 25/ 30 pages) could be added

- The number of sponsors

The number of sponsors has been evocated. If there are too many logos on a campaign, in fact you can't see any logo.

- Introduction of the second part of the manual at the beginning of the manual
- Give an idea of the amount of money needed to conduct a successful campaign
- Give advises
- Add elements on the meta-analyses to know which element is more efficient (for instance if fear appeal is more efficient)

A proposition was made to refer to the CAST project (for instance WP1), that contains meta-analyses

- Give advices after each important point

- The evaluation should be made by an independent agency

The choice of the agency that will make the evaluation has to be independent. This is a guarantee to be sure that the evaluation is made in an impartial way. In this case, the evaluation budget is not included in the total budget of the campaign, there is a separate budget for the evaluation. But, employing an external agency is expensive. That is why, an alternative, between no evaluation and this expensive solution, can be to choose an internal department to do the evaluation.

Whatever the alternative that is chosen, the evaluation can't be done independently to the campaign design and to the campaign implementation.

- The method for the observation is not enough clear

Concerning the sampling technique it could be interesting to add some references.

- Add some information on the media that are generally used in each country

- Give some information on the media coverage

- Choice of the advertising agency

Some of the practitioners, especially in Switzerland, choose the advertising agency after the situation analysis, because they need to know the objectives to write a new briefing for the agency. In this case, an agency is chosen for each campaign.

For other practitioners, especially in Germany, the agency is chosen for several years. In this case, the agency must have a more strategic vision on how developing a campaign. It's the same agency for all campaigns whatever the campaign theme and the campaign scale. Insofar as the advertising agency is chosen for a long period, making the right choice to choose the advertising agency is important. The choice of the advertising agency is the key of success. To be chosen, the agency has to know the "mind" of the initiator. For instance, if the initiator male only positive campaigns, he has to not present negative campaigns.

- Replication of the same campaign

How many times and how long do you recommend replicating the same campaigns?

- Media

In Switzerland, they distinguish:

- Media
- Below the line actions: it is used for a specific audience (on buses, condoms ...)
- Software can be a good help to choose the media according to the targeted audience.
- Simplify the definition of the attitude
- Replace non commercial benefit by non economical benefits in the definition of the campaign (in the introduction of the manual)
- Suggest some questions to answer the questions about getting started: it seems easy but it is not.
- The terms concerning the evaluation are too complicated and not conformed as what was made in WP2

- Add a glossary
- Make the link between fear appeal and framing

<p><b>Report Workshop Meeting in Stockholm (Sweden)</b>  <b>13 June 2008</b></p>
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Although the participants have been informed that the last version of the manual was improved regarding the version that was sent to them, a general good feedback was expressed by the audience. However, some general remarks, as well as others concerning evaluation, have issued from the discussion.

General remarks:

- Creative elements are missing, particularly regarding a better illustration of the practical part of the manual;
- The need for more practical examples was also expressed;
- There was a general recommendation addressing the inclusion of a decision tree to ease the lecture of some specific parts of the manual;
- There was a suggestion to underline frequent past mistakes in order to allow for learning from mistakes;
- The need to involve authorities in campaigns, in accordance with the concept of road safety as a shared responsibility, was also expressed.

Remarks on the evaluation of campaigns:

- A great difficulty in persuading authorities, advertising companies and some practitioners about the importance of evaluating campaigns, was expressed by several attendants:
  - Authorities and companies due to budgetary reasons;
  - Practitioners due to time constraints.
- Practitioners understand that, from the research side, there is a need for a “Corpus of Knowledge”, but the other side must be persuaded to include evaluation on the campaign budget.
  - For this, there was a recommendation to allocate a small percentage of the budget (1%) to research.
  - The booklet to be developed and issued together with the manual should stress and justify clearly the importance of the evaluation and address authorities, politicians, companies and practitioners.

Some other questions came up from the discussion with both groups:

- How to draw attention of motor bike riders, particularly regarding speeding, taking into to account their accident rate?
- How to reach this target audience?